

Micro-Moments Marketing

2 MIN READ



What's the first thing you do when you need to know something, go somewhere, do something or buy something?

Chances are, like most of us, you pull out your phone. Micro-moments occur when we instinctively turn to a device to act on a need. They shape our preferences and help us make decisions.

In live events, this casual browsing can mean big business – whether it's done via a Google search, watching YouTube videos, reading social media posts or looking in online directories. If your organization consistently shares relevant and interesting micro-moments, you will be front and center for event discovery.

Looking at research statistics from Google, it's easy to see why live events organizations must embrace micro-moments marketing:

- 51% of smartphone users have purchased from a company or brand other than the one they intended to because the information provided was useful ([source](#)).
- 69% of online consumers agree that quality, timing or relevance of a company's message influences their perception of a brand ([source](#)).

Getting Started

Micro-moments strategies are increasingly important as live entertainment organizations battle for the almighty discretionary dollar, for both virtual and in-person events.

Download our definitive guide – Micro-Moments: A Guide to Engaging Customers and Filling Seats – to learn more about micro-moments marketing, including six tips to help you get started.